

MondoPotato

By John Q

Mr. Potato Heads, play table, sculpting clay, paint, glitter, feathers

NFS

Statement:

Did you know that consumers think potatoes are:

- Dirty
- Inconvenient
- Too hard to store
- Preparation time is too long

Most consumers don't even know where potatoes are grown and are concerned only with quality. They view potatoes as cheap and tend to purchase them based only on how they'll use them.

But potatoes offer all kinds of possibilities for interactive and creative play. With lots of fun parts, you can recreate yourself or even make a pretend friend. Older children will let their imaginations go wild and can even use their voices to draw others into a silly game of make believe. This is the essence of learning through play.

Home fries, couch potato, Yukon Gold: root vegetables draw us back to earthy, intimate notions of home and place. Whether you grew up on an Idaho farm or under the neon lights of the Majestic Diner, the potato is your reconnection to your roots. Pull up to the table and explore your playroom possibilities.

